

*In the Claims:*

1. (Currently Amended) A method for providing internet traffic for on-line shopping:

providing a segment of video content in a first portion of a display, said segment of video having a number of products featured in the video content which a user may purchase;

*A1*

simultaneously providing an image in a second portion of the display, which image corresponds with the segment of video content, the image being a select frame from said segment of video and containing a number of user selectable areas, each user selectable area showing one of the products contained in the corresponding segment of video content, each user selectable area being anchored to a hyperlink, each hyperlink linking to an e-commerce website where specific information about the product resides and from which the product may be purchased;

receiving a user's selection of one of the areas in the image showing one of the products contained in the corresponding segment of video content;

using the hyperlink anchored to associated with the user's selected area to directly access the e-commerce website and retrieve the specific information about the product contained in the corresponding segment of video content; and

simultaneously providing the specific information about the product to the user in a third portion of said display.

2. (Currently Amended) The method of claim 1 further comprising:  
allowing the user to exercise an option to purchase the product on-line directly  
from the e-commerce website.

3. (Currently Amended) The method of claim 1 further comprising:  
simultaneously providing a set of user selectable hypertext links in a fourth  
portion of said display, which user selectable hypertext links correspond  
with the simultaneously provided image, each hypertext link in the series  
corresponding with a product contained in the image, each hypertext link  
linking directly to an e-commerce site where specific information about  
the product resides and from which the product may be purchased.

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4. (Currently Amended) The method of claim 3 further comprising:  
receiving a user's selection of one of the hypertext links in the seriesset;  
retrieving the specific information about the product from the e-commerce site  
using the hypertext link selected by the user from the set;  
providing the specific information to the user in the third portion of the  
display so he or she may purchase the product on-line directly from the  
e-commerce website.

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5. (Original) The method of claim 1 further comprising:  
tracking the user's activity, including the user's product selection from the  
user selectable products provided in the image and the user's purchase

activity after the information about the product is retrieved from the e-commerce web site.

6. (Original) The method of claim 5 further comprising:

generating the activity report for each user who selects one of the user selectable products provided in the image and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.

7. (Original) The method of claim 4 further comprising:

tracking the user's activity, including the user's selection of one of the hypertext links in the series and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

8. (Original) The method of claim 7, further comprising:

generating an activity report for each user who selects one of the hypertext links in the series of hypertext links and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.

9. (Currently Amended) The method of claim 1, further comprising:

providing a new segment of video content in the first portion of the display,  
said new segment of video content having a number of new products  
featured in the video content which a user may purchase;  
simultaneously providing a new image in the second portion of the display,  
which corresponds with the new segment of video content, the new  
image being a select frame from said new segment of video content and  
containing a number of new user selectable products which correspond  
with the new products featured in the new segment of video content,  
each new user selectable product in the new image being embedded with  
a hypertext link, each hypertext link linking to an e-commerce site  
where specific information about the new product resides and from  
which the new product may be purchased;  
receiving a user's new product selection from one of the new user selectable  
products in the image;  
retrieving the specific information about the user's selected new product  
directly from the e-commerce website using the embedded hypertext  
link to access the e-commerce website and retrieve the specific  
information about the product selected.  
simultaneously providing the specific information about the new product to  
the user in the third portion of said display and allowing the user to  
exercise an option to purchase the new product on-line.

*AN*

10. (Currently Amended) The method of claim 9 further comprising:

simultaneously providing a new series of user selectable hypertext links in the fourth portion of said display, which correspond with the new image, each hypertext link in the series corresponding with one of the new products contained in the new image, each hypertext link linking directly to an e-commerce site where specific information about the new product resides and from which the product may be purchased.

11. (Currently Amended) The method of claim 10 further comprising:

*OR*  
receiving a user's selection of one of the new hypertext links in the new series of user selectable hypertext links;  
retrieving the specific information about the new product from the e-commerce site using the selected hypertext link;  
providing the specific information to the user in the third portion of the display so he or she may purchase the product on-line directly from the e-commerce website.

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12. (Original) The method of claim 9 further comprising:

tracking the user's activity, including the user's product selection from the user selectable products provided in the new image and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

13. (Original) The method of claim 12, further comprising:

generating an activity report for each user who selects one of the user selectable products provided in the new image and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.

14. (Original) The method of claim 11 further comprising:

tracking the user's activity, including the user's selection of one of the hypertext links in the series and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

15. (Original) The method of claim 14, further comprising:

generating an activity report for each user who selects one of the hypertext links in the series of hypertext links and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.

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16. (Currently Amended) A user interface for use with a web browser, comprising:

a video area for displaying several contiguous segments of video content featuring products which may be purchased; and  
an image area for simultaneously providing a series of images, each image in the series corresponding with one of the contiguous segments of video content and being a select frame from said corresponding segment of

video content, each image containing a number of user selectable areas, each area showing one of the products featured in the corresponding segment of video content, wherein each user selectable area in the image is anchored with a hyperlink which links directly to corresponds with a sponsor webpage such that when the area is selected, information about the product shown in that area, including an option to purchase the product, is linked directly from the sponsor webpage using the hyperlink, and the information is simultaneously displayed to the user.

17. (Currently Amended) The user interface of claim 16, further comprising:

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a hypertext link area for providing a set of user selectable hypertext links, each hypertext link in the set corresponding with one of the number of user selectable products contained in the image such that when one of the hypertext links in the set is selected, information about the corresponding product, including an option to purchase the product, is linked directly from the sponsor web site and provided to the user.

18. (Currently Amended) The user interface of claim 16, further comprising:

a product content area for simultaneously displaying the information about the product and the option to purchase the product which was linked from the sponsor webpage using the hypertext link hyperlink.

19. (Currently Amended) A user interface for use with a web browser, comprising:  
a video area for displaying several contiguous segments of video content  
featuring products which may be purchased; and  
an image area for simultaneously providing a series of images, each image in  
the series corresponding with one of the contiguous segments of video  
content and being a select frame from said corresponding segment of  
video content, each image containing a number of user selectable areas,  
each area showing one of the products featured in the corresponding  
segment of video content, wherein each user selectable area in the image  
is anchored with a hyperlink which links directly to corresponds with a  
sponsor webpage such that when the area is selected, information about  
the product shown in that area, including an option to purchase the  
product, is linked directly from the sponsor webpage using the  
hyperlink, and the information is simultaneously displayed to the user;  
a product content area for simultaneously displaying the information about the  
product and the option to purchase the product which was linked from  
the sponsor webpage using the hyperlink anchored to the user selectable  
area.

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20. (Currently Amended) The user interface of claim 19, further comprising:  
a hypertext link area for providing a set of user selectable hypertext links,  
each hypertext link in the set corresponding with one of the number of  
user selectable products contained in the image being displayed such

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that when one of the hypertext links in the set is selected, information about the corresponding product, including an option to purchase the product, is linked directly from the sponsor web site and provided to the user.

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